

Application No.: 10/014625

Case No.: 56937US002

**Amendments to the Claims:**

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1. (previously presented) A primer comprising:
  - (a) a maleated thermoplastic elastomer comprising elastomer portions having a glass transition temperature;
  - (b) a non-halogenated polyolefin; and
  - (c) a resin that raises the glass transition temperature of the elastomer portions of the maleated thermoplastic elastomer.
2. (previously presented) The primer of claim 1 further comprising a crosslinking agent.
3. (original) The primer of claim 2 wherein the crosslinking agent is 2,4-bis(trichloromethyl)-6-4'-methoxyphenyl-sym-triazine.
4. (previously presented) The primer of claim 1 further comprising an epoxy.
5. (original) The primer of claim 1 wherein the maleated thermoplastic elastomer is a maleated rubber.
6. (original) The primer of claim 5 wherein the rubber is a block copolymer.
7. (original) The primer of claim 6 wherein the block copolymer is a styrene-block-ethylene-co-butene-block-styrene block copolymer.
8. (previously presented) The primer of claim 1 wherein the non-halogenated polyolefin comprises a material selected from polyhexene, polyoctene, or mixtures thereof.
9. (original) The primer of claim 1 wherein the resin is a hydrogenated hydrocarbon resin.

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10. (previously presented) The primer of claim 1 further comprising fumed amorphous silica.
11. (previously presented) The primer of claim 1 further comprising trimethylolpropane triacrylate.
12. (previously presented) A tape comprising:
- (a) a substrate;
  - (b) a primer coated on at least one surface of the substrate, the primer comprising:
    - a maleated rubber comprising elastomer portions having a glass transition temperature,
    - a non-halogenated polyolefin, and
    - a resin that raises the glass transition temperature of the elastomer portions of the maleated rubber; and
  - (c) a pressure sensitive adhesive coated on the primer.
13. (original) The tape of claim 12 wherein the primer comprises a crosslinking agent.
14. (original) The tape of claim 12 wherein the primer comprises an epoxy.
15. (previously presented) The tape of claim 12 wherein the polyolefin is selected from polyhexene, polyoctene, or mixtures thereof.
16. (original) The tape of claim 13 wherein the crosslinking agent is 2,4-bis(trichloromethyl)-6-4'-methoxyphenyl-sym-triazine.
17. (original) The tape of claim 12 wherein the pressure sensitive adhesive is a poly- $\alpha$ -olefin pressure sensitive adhesive.

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18. (original) The tape of claim 17 wherein the poly- $\alpha$ -olefin pressure sensitive adhesive is crosslinked.
19. (original) The tape of claim 12 wherein the substrate is a saturated paper.
20. (original) The tape of claim 12 wherein the substrate is a polymer film.
21. (previously presented) The tape of claim 12 wherein the substrate comprises a material selected from the group consisting of polyesters, polyolefins, papers, foils, polyacrylates, polyurethanes, perfluoropolymers, polycarbonates, ethylene vinyl acetates, vinyl, fabrics, foam, polymer coated papers, retroreflective sheeting and combinations thereof.
22. (original) The tape of claim 20 wherein the polymer film comprises polyethylene terephthalate.